

KEITH-O'BRIEN CO. IS NOW PASSING THROUGH THE TAIL OF SPRING

Friday is growing as a shopping day. Due to special effort on the part of the store, owing to Saturday evening closing and the coming summer half-holidays. We offer inducements and our customers respond.

Extraordinary Embroidery Sale Friday and Saturday

Invariable success marks our Embroidery Sale—because we offer the very kind wanted, at prices which make purchasing attractive.

Already the window display is arousing interest. The embroideries are new, stylish and desirable—but it is the values which excite comment.

It is a special New York purchase of 18, 27 and 54-inch flouncings, Swiss and Nain-sook; open and closed patterns, suitable for shirt waists, lingerie dresses, graduation gowns, combination suits, etc.

18-inch, values up to \$1.25 for 40c and 50c

27-inch, values up to \$2.00 for 65c and 75c

54-inch, values up to \$3.50 for 98c and \$1.35

Corset cover embroideries at 25c, 35c and 50c.



Special Picture Sale

Which of you ladies would pass a bright, new silver dollar lying on the pavement and not pick it up?

YOU WILL DO WORSE THAN THIS if you pass without inspection our PICTURE SALE, which is now inaugurated for one week. The reason for the sale is that we close out from a concern dissolving partnership a line of pictures at prices never before quoted us for goods of equal value. There are all sorts and sizes. Round, oval, square and oblong shapes. Some in pastel, some in water colors and many of the unusual styles in prints and oleographs, and a few high class etchings. The prices are about one-half the real value. We can only show a few in the windows. You must see the assortment on the "FLOOR BELOW" to judge the goods. You will surely find something to suit you and you will save more than a dollar on every dollar purchase. We name below a few items, viz:

Range 607, 16x20 Pastel, heavy gilt frame, value \$4.00, for \$2.45
Range 594, 12x24 Pastel, heavy gilt frame, value \$4.75, for \$3.25
Range 401, oval print, 14x24, value \$2.75, for \$1.95
Range 6350, square print, 12x24, value \$2.75, for \$1.95
Range 96, oil painting, 18x40, value \$4.50, for \$2.65
Range 6408, Print, 17x26, value \$3.50, for \$2.40
Range 111, print, 16x20, value \$2.25, for \$1.40
Range 6509, print, 8x20, value 95c, for .69c
Range 6270, print, 6x16, value 55c, for .25c
Range 6281, print, 10x12, value 50c, for .35c

Sizes given are glass size. Every picture is handsomely framed, and is worth the price without the frame.

Bring the Boys and Girls

Friday and Saturday

MOTHERS' SHOPPING WEEK has made our children's department a very busy section since Monday morning. It will be still busier the next two days because almost every mother in the city has been hearing of the genuine savings offered this week by this popular Mothers' Sale.

If there is any article of boys' or girls' apparel now needed in your family you'll certainly save a certain amount of the regular purchase price by buying now and getting our week's special discounts.

White Goods Sale will continue Friday and Saturday

Millinery for Friday and Saturday

Prices for this particular line range from \$5 up—just about half of their value. New stock, latest styles, choicest shapes.

These hats have just reached the store. The buyer for the millinery section is back from the eastern market, where selection of these handsome hats was made. The desirable colors and new shapes; the large rolled rimmed sailor effect in leghorns and milans; also mushrooms; the dainty flower effects which are so much in vogue this season; large variety of tailored hats so much desired; new lingerie styles, and so on.

Saturday Specials—Floor Below

Friday and Saturday only we will sell CURTAIN STRETCHERS as follows:

Stationary pins \$1.35
Adjustable pins 1.60
Adjustable pins and easel 1.85

These are the "No-Piece" Curtain Stretchers—nickel-plated brass pins. Floor below

FEATHER DUSTERS

Soft picture, value 50c, special 35c
Extra picture, value 85c, special 65c
Turkey tail, value 40c, special 30c
Turkey tail, value 50c, special 35c
Turkey tail, value 60c, special 47c
Special tail, value 70c, special 55c
Special tail, value 75c, special 58c
Extra quality tail, value 85c, special 65c
XX 14-inch, value 95c, special 75c
12-inch Leather cuff, value 90c, special 70c
14-inch Leather cuff, value 95c, special 75c
Leather cuff, value \$1.20, special 95c
Leather cuff, value \$1.25, special \$1.00
Leather cuff, value \$1.35, special \$1.00
Leather cuff, value \$1.40, special \$1.15
Leather cuff, value \$1.50, special \$1.20
Leather cuff, value \$1.65, special \$1.30
Leather cuff, value \$1.75, special \$1.40
Extra large auto dusters, value \$2.25, special \$1.75

Friday and Saturday Handkerchiefs and Veilings

Dainty initial handkerchiefs, every thread linen, soft finish. Special, 10c each.
Pattern lace veils in navy and brown. Special, 75c each.

Great May Silk Sale

Note these three big items in seasonable silks
Printed twilled foulards, self colored figured poplins, plain mes-salines, black and white checks, and all silk shantung; 19 to 27 inches wide; 65c, 75c, 85c values. 39c

Plain and Fancy Silks—Worth \$1 and \$1.25
Just take them piece for piece—note the 20-inch soft Swiss mes-salines, and the De Bora De Soies. Look at the 20-inch fancy silks, in stripe and fancy effects, and the 27-inch all silk shantung suitings. The groupings of these broken lines, that in the aggregate include nearly all the shades in demand. 49c

Valentine's Shedwater and Cheney's Silk Foulards

Foulard silks are exceedingly popular this season and deservedly so, too, for they make ideal summer dresses for all occasions. We offer a large assortment, which includes the newest designs and colorings. \$1.00 quality—24 inches wide. 69c

TWENTY PER CENT DISCOUNT—ONE-FIFTH OFF ON ALL SILKS NOT SPECIALLY PRICED, INCLUDING ALL BLACKS AND STAPLES.

BOYS' AND GIRLS' DEPT.—2nd FLOOR

Special Prices and Discounts for "a Mothers' Shopping Week"

Boys' New Spring Suits

We have built up during the past two years an enviable reputation on our boys' clothing—due to our policy of selling dependable and stylish garments at moderate prices. For this sale, in addition to our special at \$3.95, we will give you choice of our entire line, which ranges in price from \$5.00 up to \$15.00 at 10 per cent discount from regular price

Boys' Reefers

Light and medium weight spring and fall wear. We could sell every coat in stock at regular price by carrying them over to the fall season, but we must make room for more seasonable goods. For this sale we offer these garments without reservation at 25 per cent discount.

Boys' blouse, special, 300 boys' blouses in both light and dark colors, 50c.

Girls' White Dresses

For this sale we show for the first time our complete line of summer lawn dresses for girls from 6 to 16 years of age, in white lace and embroidered effects.

For this sale only, 10% off Special graduation dresses included.

Boys' Wash Suits

Every garment in our new summer lines, representing all the staple and novelty styles in both Russian and sailor blouse models. This sale only, 10 per cent discount.

SPECIAL

100 high grade Galatea wash suits, 2 1/2 to 7 years. Positive-ly the best wearing wash suits made; purchased specially for this sale. Choice, \$1.25.

Boys' Play Suits, Trousers, Boys' and Girls' Straw Hats, Children's Wash Coats, Boys' Shirts and Pajamas—This sale only, 10 per cent discount.

Girls' Spring and Summer Wash Dresses

Our entire line of girls' tailored wash dresses—all our lingerie dresses, also our full line of colored school and street dresses, consisting of more than 1000 garments, all new and direct from the best makers in America. Materials are of both imported and domestic linens—repps and chambrays—John Anderson's Scotch gingham—American gingham—percales, etc. These dresses have more style, more novelty and are even better made than you can make them up at home—cheaper, too, if you have to pay a seamstress. Without reservations all these dresses will be included in this sale.

10 per cent discount from regular price

Children's Rompers

Reduced in Price.
The Keystone romper is the one best garment of this kind made. We have been selling it for the past six years. During this time the price has never been changed until now. They cost us more today than when we began selling them, but for this sale we reduce the prices along with other goods. No. 1 XX quality, 75 cents. No. 1 quality, 60 cents.

Girls' Spring Coats

Half Price.
A very necessary garment, suitable for both spring and fall wear. Our entire line with the single exception of cream serges at one-half the regular price.

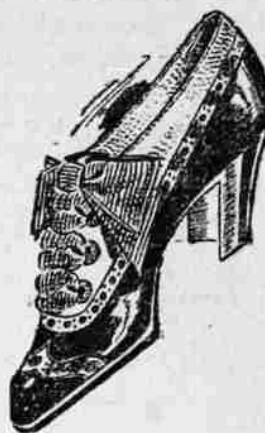
Little Girls' Coats

Sizes 2 to 6 years.
All colors, all materials, except cream serges, 25 per cent discount.

Other Specials

Boys' new spring suits, \$3.95. Every suit regular \$5.00 or \$6.00 quality.
Girls' sailor suits, white and colored, linen and chambray, broken lines, slightly soiled, all at—
Half Price

Friday and Saturday in SHOE Department



These two days we make special reductions and give extra care to our children's trade—special care taken in fitting the little ones.

\$1.00 BARGAIN TABLE of infants' and children's shoes and slippers.

\$1.45—MISSSES' and CHILDREN'S BROWN KID OXFORDS in blucher with turn soles; they are regular \$2.00 and \$2.50.

\$1.95—MISSSES' AND CHILDREN'S OXFORDS AND SLIPPERS, patents, vici kid and calfskin; splendid values.

\$1.20—WOMEN'S OXFORDS, tans and patents, vici kid and calfskin; samples and what is left from broken lines; they are worth \$3.50 to \$6.00.

\$2.95—YOUNG LADIES' OXFORDS with low heels, all leathers.

\$3.95—WRIGHT AND PETERS \$5.00 OXFORDS—special for two days; nearly fifty styles to choose from.

Men's oxfords—the best made, the newest lasts, the snappiest styles.

Where Friends Meet Friends—the Toilet Goods Section of Our Store

50c jar Peroxide Glycerine Cream 25c
50c jar of Sassafras Glycerine Cream 25c
75c jar of Pomegranate Massage Cream 35c
\$1.00 jar of Milkweed Cream for 75c
\$1.00 jar of Mme. Yale's Massage Cream for 75c
\$1.00 jar of Mme. Yale's Almond Blossom Cream for 75c
Santal Tooth Wash, 25c, for 15c
Rubiocan Tooth Wash, 25c, for 15c
Antiseptic Tooth Powder, 25c, for 15c
Euthymol Tooth Paste, 25c, for 15c
Peroxide of Hydrogen, 1-lb., U. S. P. 15c
Peroxide of Hydrogen, 1-lb., U. S. P. 20c
Peroxide of Hydrogen, 1-lb., U. S. P. 15c
10c bag Vanos Shampoo for 5c
3-quart combination Bottle and Sprayer, sold elsewhere for \$2.50, our regular price \$2.00, sale price \$1.45
Seamless Rapid Flow Syringe, sold elsewhere for \$2.25, our regular price \$1.75, sale price \$1.35

The little Japanese girl in the Oriental booth is quite a feature. Perfumes direct from the Orient as well as from France, Russia and Germany are shown and sold at small prices.

L. T. Piers' French perfumes, all odors—regular 90c an ounce, for 75c
Roger & Callet's French perfumes, all odors—regular 90c an ounce, for 60c
Gilpin's perfumes—regular 90c an ounce, for 50c
And his \$1.25 an ounce for 75c

A Few New Novelties in Jewelry at Little Prices

Brooches and brooch sets, links and link sets, pins and pin sets. Values are 50c, sale price 25c.
Brooches, buckles, belt pins, cuff pins, neck bands and lavalliers. Values are \$1.00, sale price, 50c.
Belt pins, styles of which are copied from solid gold and sterling silver. Values are \$1.00 and \$1.25, sale price, 75c.

Cuff links with solid gold fronts; waist pins with solid gold fronts, and German silver card cases. Values of these are from \$2.00 to \$3.45. Sale price is \$1.00
A small lot of hat pins that are worth 50c are to be sold for 25c
And another small lot. Values of which are up to \$1.50 are to be sold for \$1.50

Bargain Basement Specials ALL THE TIME

Ladies' Gingham Petticoats 25c
Ladies' Cambric Petticoats 50c
Children's Gingham Slips 25c
Misses' Gingham Dresses, sizes 10, 12, 14 years 39c
Children's Percale Dresses, sizes 1 to 5 years 50c
Ladies' Corset Covers, lace trimmed 19c
Ladies' Corset Covers, lace trimmed 48c
Ladies' Combination Suits, skirt or pants 75c
Swiss Ribbed Combination Suits, lace trimmed 25c
Women's and Children's Swiss Ribbed Vests, all sizes, each 5c, 10c, 12 1/2c
White Dimity, stripes and checks, 15c values, yard 9c
Dress Gingham, Chambrays, Seersuckers, Soisettes, etc., 15c values, yard 10c

Another Big Purchase of Cotton Goods Remnants or Shorts

Ginghams, Prints, Percales, Seersuckers, Chambrays, Printed Batiste, Challies, etc., at greatly reduced prices. Your choice, per yard, 5c, 7 1/2c, 8 1/2c and 10c.